Amendments to the Claims:

The following listing of claims replaces all prior claims and listings in this application.

Listing of Claims:

1.(Previosuly Presented)   A method of graphically representing clickstream data of a shopping session on a network comprising:

    extracting one or more shopping sessions from one or more Web server logs, said shopping sessions comprising shopping steps and said shopping steps comprising at least one of product viewing, product selection, shopping cart placement and purchase, of one or more Web server systems of one or more online stores;

    deriving one or more micro-conversions from the one or more shopping sessions, the micro-conversion comprising a shopper's progress from one shopping step to another; and

    graphically representing, on a computer-generated graphical display, clickstream data from one or more of the micro-conversions in a first visualization, the first visualization comprising at least three axes representing shopping steps and one or more lines that each correspond to at least one said shopping session, at least one of the lines intersecting less than all of the axes and terminating at the axis wherein the at least one said shopping session ends.

2-4.(Canceled)

5.(Previously Presented)   A method, as in claim 1, where the first visualization comprises a parallel coordinate system and one or more extension components including one or more parallel axes of sequential events, one or more dependent variable values of timestamps, one or more filters, one or more categorizers, and one or more hyperlink associations.

6.(Previously Presented)   A method, as in claim 5, where the parallel coordinate system comprises a series of parallel lines that are placed equidistantly, each parallel line representing a specific dependent variable and dependent variable values being plotted along a respective

axis, and an independent variable that is represented by polygonal lines connecting the corresponding dependent variable values.

7-8.(Canceled)

9.(Previously Presented)   A method, as in claim 5, where the dependent variable values of timestamps is an assignment of timestamp values as data points to a series of sequential events that are assigned to the equal number of parallel axes in a parallel coordinate system.

10.(Canceled)

11.(Previously Presented)   A method, as in claim 5, where the filter is a means to select one or more groups of polygonal lines viewed in the parallel coordinate system.

12.(Previously Presented)   A method, as in claim 5, where the categorizer is a parallel axis in the parallel coordinate system for categorizing polygonal lines of the first visualization.

13.(Previously Presented)   A method, as in claim 12, where the categorizer includes at least one of the following: referrer Web sites of sessions, internet service providers of sessions, lengths of sessions, methods used to find product information by session, methods used to find service information by sessions, products viewed, services viewed, items placed in a shopping cart, items purchased by sessions, time points of sessions, geographic regions where sessions originate, age, sex, education, and income of session originators, sales history of owners of sessions, and Web page patterns accessed by one of sessions and owners of sessions.

14.(Previously Presented)   A method, as in claim 5, where the hyperlink association is association of at least one hyperlink with the line representing a session, and the line comprises a hyperlink to a Web page that provides additional information of the session.

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15.(Previously Presented)   A method, as in claim 1, wherein at least the first visualization represents, via dropouts of one or more lines, where the online store loses customers.

16-17.(Canceled)

18.(Previously Presented)   A method, as in claim 1, further comprising displaying additional information of one or more sessions on at least one Web page by using at least one hyperlink association.

19-54.(Canceled)